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FOR IMMEDIATE RELEASE

Grant Money Kick-starts Construction of Fremont's New Downtown

Groundbreaking Event Will Celebrate Capitol Avenue Expansion

FREMONT, Calif. – July 22, 2014 – The <u>City of Fremont</u> will hold a groundbreaking ceremony this Friday, July 25, to celebrate the beginning of construction on the City's new Downtown area. Thanks to a One Bay Area Grant (OBAG) of \$5.8 million awarded in the spring of 2014 by the Alameda County Transportation Commission (ACTC) and the Metropolitan Transportation Commission (MTC), Fremont residents will see the long-awaited plans for a Downtown come to fruition. The project begins with Capitol Avenue's streetscape improvement— which will create the commercial spine for the new Downtown area.

Fremont is hosting the groundbreaking event on Friday, July 25, at 5 p.m. at the corner of Capitol Avenue and State Street. Mayor Bill Harrison will kick off the affair, followed by the groundbreaking ceremony and a performance by local Bay Area band, The Honey Wilders. The groundbreaking will occur at the Fremont Chamber of Commerce's weekly food truck event, <u>Fremont Street Eats</u>.

With the help of the One Bay Area Grant, the City will be able to kick-start efforts to enhance pedestrian, bicycle, and auto connections between the Downtown and the existing Fremont BART station. Capitol Avenue will be extended from State Street to Fremont Boulevard, connecting Downtown Fremont's retail district between The Hub and Gateway Plaza. Construction on the expansion of Capitol Avenue is slated to be completed by March 2015.

"Local development that links transportation and housing for more efficient use of resources can help spur economic development and community vitality. The One Bay Area Grants are awarded to local communities that support this kind of development. We awarded this grant to Fremont for the City's Downtown project because of its focus on creating a strong community that integrates housing, transportation and jobs. This project is a good example of thoughtful planning that engendered support to move into implementation. This project came to us shovel ready to deliver solutions to the local community," said Art Dao, Executive Director of the Alameda County Transportation Commission.

To help residents visualize the new Downtown, the City of Fremont is working with <u>Owlized</u> to install a new, revolutionary virtual viewing device called OWL® on the southwest corner of Capitol Avenue and State Street, which will allow residents to "catch a glimpse of the future." Beginning at the groundbreaking ceremony on July 25, residents will have the opportunity to look into binoculars and see a comprehensive 3D model of what the Capitol Avenue extension will look like once complete.

"We're finally going to be able to give our residents what they've been asking for — a vibrant Downtown that serves as the City's social heartbeat, where they can shop at their favorite stores, dine at the latest trendy restaurant, and spontaneously run into their neighbors and friends," said City of Fremont Mayor Bill Harrison. "Now that most of the behind-the-scenes planning is officially underway, Fremont residents will be able to see this Downtown come to life."

All are welcome to join Fremont at its groundbreaking ceremony, and local residents are especially encouraged to attend and be a part of this momentous occasion. With Downtown Fremont on the rise, the City is truly moving toward a strategically urban future.

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